


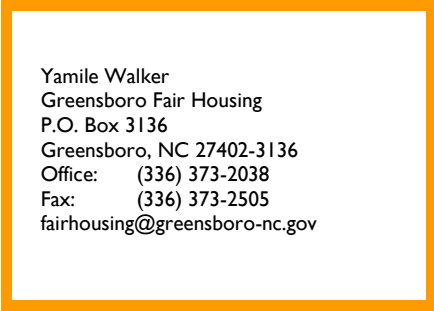
Abriendo Puertas de Oportunidad/Opening Doors of Opportunity

In the last 10 years the Triad has experienced a dramatic demographic change. Spanish-speakers now make up almost 100,000 strong, with the largest concentration in Forsyth, Guilford, Randolph, and Alamance, in that order. Nationally it has been calculated that Spanish-speakers' impact on our economy is \$580.5 billion annually and it is projected that their spending power will increase to \$926 billion by 2007.

These figures are important to the Triad because the Spanish-speaking community is growing. It is as important for Spanish-speakers to learn and integrate into our culture as it is important for us to understand theirs. This effort would promote success in business, human services, strengthening our neighborhoods and schools and continue to boost our local and national economy.



CITY OF GREENSBORO FAIR HOUSING
in partnership with
BENNETT COLLEGE for WOMEN




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Greensboro



Abriendo Puertas de Oportunidad



Opening Doors
of Opportunity
April 9, 2005



CITY OF GREENSBORO FAIR HOUSING
IN PARTNERSHIP WITH
BENNETT COLLEGE FOR WOMEN

Abriendo Puertas de Oportunidad/Opening Doors of Opportunity

Abriendo Puertas de Oportunidad/Opening Doors of Opportunity is a forum developed, planned and implemented by an energized group of people who know that Greensboro, is a growing, dynamic community made up of over 100 cultures. One culture that has grown at the rate of 400% is the Spanish-speaking community. The Triad has the 3rd largest concentration of Spanish-speakers, approximately 100,000 in the counties of Forsyth, Guilford, Randolph, and Alamance.

Spanish-speakers are a viable part of our community with many cultural differences, but because of language barriers and legal documentation, businesses shy away and fail to realize that the **economic impact of the Spanish-speaking community, is \$580.5 billion annually***.

Abriendo Puertas de Oportunidad/Opening Doors of Opportunity's goal is to inform the Spanish-speaking community on how to access resources; how to purchase a home; how to apply for a mortgage; how to navigate the healthcare system for themselves and their children; what their responsibilities are in a landlord/tenant relationship; what is fair housing; immigration; and questions that begin with "Where do I go if...?"

Abriendo Puertas de Oportunidad/Opening Doors of Opportunity will also allow service providers the opportunity to become better aware of this communities needs, how to better service, create access, offer information and build healthy relationships.



* National figure

Abriendo Puertas de Oportunidad/
Opening Doors of Opportunity

How can you help?

The committee is attempting to secure support from our local government, business, media, non-profits, human services agencies, colleges and universities, through funding, participating, and conducting outreach.

Financial Support Opportunities

Mambo	\$5,000
Merengue	\$2,500
Cumbia	\$1,000
Bachata	\$ 500
Salsa	\$ 250 (Contributor)



Contact
(336) 373-2038
for sponsorship
& vendor
information

Sponsorship Levels Include

Display of banners; logo on flyers; Mambo level supporter will receive a vendor booth; all 4 top sponsors will receive verbal recognition during the luncheon in Spanish by Event Co-chair, Yamile Walker. Contributors signage will be displayed at the entrance of the Vendors/Exhibitors location

Vendors

There will be an opportunity for businesses, government, non-profits, human services agencies, and others to market their services & products to a large audience of Spanish-speakers. **Two** workshops will be available, in English, to enhance awareness and understanding of the Spanish-speaking community.

Vendor booths will be available at **\$150 for all profit organizations and \$50 for all non-profit organizations**. Included in the cost of the booth is a 6 ft. skirted table, 2 chairs, ID sign, & wastebasket.

Vendor Sign Up forms...

For a Vendor Sign Up form, contact the Human Relations Department at (336) 373-2038. Forms can be supplied, via fax, email or mail. **Vendor Sign Up form & payment is due on or before March 2, 2005**

Workshops Available

Immigration (Spanish)
Buying a Home & Mortgages (Spanish)
Navigating the Healthcare System Part I & II (Spanish)
Housing, Part I & II (Spanish)
Title VI (Spanish)

Diversity Awareness (English)
Two workshops will be offered for English speaking professionals seeking better understanding of the Spanish-speaking community

WHEN: Saturday, April 9, 2005
8:00 am to 5:00 pm

WHERE: Greensboro's Coliseum Complex,
1921 West Lee Street, Greensboro
Special Events Center, East Wing

LUNCHEON KEYNOTE SPEAKER:

DR. JOHNNETTA B. COLE, PRESIDENT

Bennett College for Women

Lunch will be provided at no cost to participants. Dr. Cole will deliver her address in Spanish, a written English version will be provided to non-Spanish speakers.



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Contact person: Yamile Walker